



For Immediate Release
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YOUNGEVITY® AND ESCAPE INTERNATIONAL, INC JOIN FORCES

SAN DIEGO, CA - International nutritional products company Youngevity® announced its strategic alliance with direct sales specialists and Fucoidan-nutrition technology pioneer, Escape International. With this strategic alliance, Escape International will bring their nutritional, skin care, and other product lines, including their well-known Xymetri™ line to Youngevity's® successful and expanding line of nutritional supplements, personal care, and wellness lifestyle products. Escape will also bring its partner portal, Aisle19.com – the online savings mall with over 700 national retail stores offering cash back to shoppers.

Youngevity® is well-known in the network marketing industry for its emphasis on high-quality mineral and liquid nutritional products, and is the only Network Marketing company to achieve authorized Health Claims through the FDA. In the past, Youngevity® has aligned itself with such notable companies such as SUZANNE®, Soul Purpose, and ProJoba International among others. Each of these companies have seamlessly united under one vision, further increasing long-term stability, as well as growth opportunities for distributors from all companies.

Escape International's company mission is to provide an "escape" to people all over the world. To help people, first, become debt and burden free, and even achieve full time income status if that is what they desire. Partnering their people development, their systematized training, and their "team" culture with Youngevity® is a natural extension of Escape's mission. Built with constant focus of health and wellness in mind, Escape International has strategically developed and implemented a cutting-edge product line and business model that will provide further success and growth when forging into the future.

Steve Wallach, President of Youngevity® commented, "The Founder of Escape, David Rutz, is a longtime network marketing professional and has surrounded himself with a team of industry leaders and veterans. They all believe in the benefits and entrepreneurial spirit of network marketing and will be a valuable asset to our team. We are excited about integrating the Escape product lines into our own with the introduction of Fucoidan-based products, filling a niche we don't have in our existing line. The Escape philosophy and business culture is one which will particularly complement our existing product lines and income opportunity."

David A. Rutz and his executive team will continue to provide leadership to the Escape team, adding their energy to the growth of the Escape and Youngevity® communities. David stated, "We are excited to be joining the Youngevity® family of companies. We believe their Scientific Advisory Board and product quality is second to none and their compensation plan is the most generous we have seen. Steve and Michelle Wallach are accelerating the legacy that was started by Steve's father, Dr. Joel Wallach and we are going to do everything we can to help them share their great company and products with the world."

Youngevity® Essential Life Sciences is a nutritional company dedicated to improving lifestyles by promoting vibrant health and flourishing economics. It is the company's mission to deliver the finest array of technologically advanced essential and beneficial nutritional products available. Originally founded in 1997 by Dr. Joel Wallach and Dr. Ma Lan as AL Global, Inc. the company adopted the name Youngevity® in 2006. Youngevity is the only network marketing company to have an authorized FDA Health Claim. Dr. Wallach's research has resulted in the publication of more than 70 peer reviewed and referenced journal articles in the fields of nutrition and pharmaceutical research, and he has made major contributions to numerous multi-authored text and reference books on these subjects. The company is based in San Diego, California and more information on the company can be found at www.youngevity.com. For more information about the companies and product lines, visit www.Youngevity.com, and www.EscapeInternational.com.